

## **B) AMENDMENTS TO THE CLAIMS**

This listing of the claims will replace all prior versions, and listings of claims in the Application.

1. (canceled)
2. (canceled)
3. (canceled)
4. (canceled)
5. (canceled)
6. (canceled)
7. (canceled)
8. (canceled)
9. (canceled)
10. (canceled)
11. (canceled)
12. (canceled)
13. (canceled)
14. (canceled)
15. (canceled)
16. (canceled)
17. (canceled)
18. (canceled)
19. (canceled)
20. (canceled)
21. (canceled)
22. (canceled)
23. (canceled)
24. (canceled)
25. (canceled)
26. (canceled)

27. (canceled)

28. (canceled)

29. (canceled)

30. (canceled)

31. (canceled)

32. (canceled)

33. (canceled)

34. (canceled)

35. (canceled)

36. (canceled)

37. (canceled)

38. (canceled)

39. (canceled)

40. (canceled)

41. (canceled)

42. (canceled)

43. (canceled)

44. (previously presented) A system for providing personalized information to a user in a commercial establishment, the system comprising:

at least one database storing information related to a user;

a plurality of portable display units located in a commercial establishment for use by a plurality of users in a commercial establishment, each portable display unit of the plurality of portable display units having a unique identifier, and each portable display unit comprising a transceiver, a memory device, a user interface, a display screen, a microprocessor, and at least one program executable by the microprocessor to enable receiving, storing and displaying of information to a user in a commercial establishment, wherein a user activates a portable display unit of the plurality of portable display units to operate in a commercial establishment by providing identifying information;

a location tracking system to determine a location of the activated portable display unit in a commercial establishment;

a server computer, the server computer being in communication with the location tracking system and the at least one database and the server computer being configured to generate personalized information for a user in a commercial establishment based on the location of the activated portable display unit and the information related to a user stored in the at least one database; and

at least one transceiver in communication with the server computer for transmitting the personalized information generated by the server computer to the activated portable display unit.

45. (currently amended) The system for providing personalized information of claim 44 wherein:

each portable display unit of the plurality of portable display ~~units~~ units comprises a user identification system to determine an identity of a user operating a corresponding portable display unit; and

the server computer is configured to generate personalized information for an identified user based on the location of the activated portable display unit, the identity of the user and the information related to a user stored in the at least one database.

46. (previously presented) The system for providing personalized information of claim 45 wherein the information related to a user includes at least one of a demographic profile of the identified user and a shopping history of the identified user.

47. (previously presented) The system for providing personalized information of claim 46 wherein the user identification system comprises a substrate reader, and the substrate reader is configured to obtain identifying information on the user from a loyalty card provided to the substrate reader by the user.

48. (previously presented) The system for providing personalized information of claim 46 wherein the user identification system includes the user interface of a corresponding portable display unit, the user interface being configured for a user to enter a personal identification number and associated password into a corresponding portable display unit.

49. (previously presented) The system for providing personalized information of claim 46 wherein the personalized information includes a personalized shopping list.

50. (previously presented) The system for providing personalized information of claim 49 wherein the personalized information further includes information on products on the personalized shopping list that are located in proximity to the location of the activated portable display unit.

51. (previously presented) The system for providing personalized information of claim 46 wherein the information related to a user further includes at least one selected from a group consisting of targeted advertisements, health information, nutritional information, promotional offers, offers on sale items, offers on discounted items, information on similar or associated items, manufacturer's coupons, storewide coupons, information on user specific favorite items, and information on user specific staple items.

52. (previously presented) The system for providing personalized information of claim 46 wherein the information related to a user includes the demographic profile of the identified user.

53. (previously presented) The system for providing personalized information of claim 52 wherein the demographic profile of the identified user is determined from a questionnaire completed by the identified user.

54. (previously presented) The system for providing personalized information of claim 46 wherein the information related to a user includes a shopping history of the identified user.

55. (previously presented) The system for providing personalized information of claim 44 wherein the location tracking system further comprises:

- at least one receiver for receiving a unique identifier transmitted by the activated portable display unit;

- a position calculating system for calculating position data relating to a location of the activated portable display unit in a commercial establishment using the unique identifier of the activated portable display unit received by the at least one receiver; and

- at least one controller for transmitting position data relating to the location of the activated portable display unit generated by the position calculating system to the server computer.

56. (previously presented) The system for providing personalized information of claim 55 wherein the position calculating system calculates the position data relating to the location of the

activated portable display unit in a commercial establishment by at least one of biangulation techniques or triangulation techniques.

57. (previously presented) The system for providing personalized information of claim 55 wherein the unique identifier of the activated portable display unit includes a radio frequency (RF) identification signal.

58. (previously presented) The system for providing personalized information of claim 55 wherein the unique identifier of the activated portable display unit includes an infrared identification signal.

59. (previously presented) The system for providing personalized information of claim 55 wherein the at least one receiver includes a plurality of transponders located at discrete locations throughout a commercial establishment.

60. (previously presented) The system for providing personalized information of claim 55 wherein the wherein the at least one receiver includes a plurality of transceivers located at discrete locations throughout a commercial establishment.

61. (previously presented) The system for providing personalized information of claim 44 wherein the at least one transceiver includes a plurality of transceivers located at discrete locations throughout a commercial establishment.

62. (previously presented) The system for providing personalized information of claim 44 wherein the activated portable display unit comprises a scanning device and the scanning device is configured to read product barcodes scanned by the identified user.

63. (previously presented) The system for providing personalized information of claim 44 wherein the at least one transmitter transmits the personalized information to the activated portable display unit using a wireless local area net.

64. (previously presented) The system for providing personalized information of claim 44 wherein:

- the activated portable display unit further includes a microphone and a speaker;
- the server computer is configured to generate audio signals incorporating the personalized information for a user; and

the microprocessor of the activated portable display unit is configured to play on the speaker the audio signals incorporating the personalized information.

65. (previously presented) The system for providing personalized information of claim 44 wherein the at least one transceiver transmits the personalized information to the activated portable display unit as a web page using hypertext markup language.

66. (previously presented) The system for providing personalized information of claim 44 wherein the server computer is configured to permit a user to access the Internet using the activated portable display unit.

67. (previously presented) The system for providing personalized information of claim 44 wherein the transceiver of the activated portable display unit and the at least one transceiver are wirelessly connected to permit two-way communication between the activated portable display unit and the server computer.

68. (previously presented) A method of providing personalized information to a user in a commercial establishment, comprising the steps of:

- providing a plurality of portable display units for use by a plurality of users in a commercial establishment;

- storing information related to a user in at least one database;

- activating, by a user, a portable display unit of the plurality of portable display units to operate in a commercial establishment by providing identifying information;

- determining a location of a user in a commercial establishment with a location tracking system;

- generating personalized information for a user in a commercial establishment based on the location of a user in a commercial establishment and the information related to a user stored in the at least one database; and

- transmitting the generated personalized information to the portable display unit operated by a user in a commercial establishment, the portable display unit being assigned a unique identification signal and having a transceiver, a memory device, a user interface, a display screen, a microprocessor, and at least one program executable by the microprocessor to

enable the portable display unit to receive, store, and display the personalized information to a user in a commercial establishment.

69. (previously presented) The method of claim 68 wherein the step of determining a location of a user in a commercial establishment includes the steps of:

receiving the unique identification signal of the portable display unit operated by a user;  
and

calculating the location of the portable display unit using the received unique identification signal of the portable display unit.

70. (previously presented) The method of claim 69 wherein the step of calculating the location of the portable display unit includes calculating the location of the portable display unit by one of biangulation techniques and triangulation techniques using the received unique identification signal.

71. (previously presented) The method of claim 69 further comprising the step of identifying a user in a commercial establishment and wherein the step of generating personalized information for a user includes generating personalized information for a user based on the location of a user in a commercial establishment, an identity of a user and the information related to a user stored in the at least one database.

72. (previously presented) The method of claim 71 wherein the step of identifying a user includes reading a loyalty card of a user with the portable display unit.

73. (previously presented) The method of claim 71 wherein the step of identifying a user includes:

entering, by a user, a personal identification number and associated password into the portable display unit; and

authenticating the personal identification number and associated password entered by a user.

74. (previously presented) The method of claim 71 wherein the step of generating personalized information for a user in a commercial establishment includes generating personalized information for a user in a commercial establishment based on the location of a user in a

commercial establishment, the identity of the user and at least one of a demographic profile of the identified user and a shopping history of the identified user.

75. (previously presented) The method of claim 74 wherein step of generating personalized information for a user in a commercial establishment includes generating personalized information for a user in a commercial establishment based on the location of a user in a commercial establishment, the identity of the user, at least one of a demographic profile of the identified user and a shopping history of the identified user, and at least one selected from a group consisting of targeted advertisements, health information, nutritional information, promotional offers, offers on sale items, offers on discounted items, information on similar or associated items, manufacturer's coupons, storewide coupons, information on user specific favorite items, and information on user specific staple items.

76. (previously presented) The method of claim 71 wherein the step of transmitting the generated personalized information to the portable display unit includes transmitting a personalized shopping list to a portable display unit.

77. (previously presented) The method of claim 76 wherein the step of transmitting the generated personalized information to the portable display unit includes transmitting information on products on the personalized shopping list that are located in proximity to the location of the portable display unit.

78. (previously presented) The method of claim 71 wherein the step of transmitting the generated personalized information to the portable display unit includes transmitting the personalized information to the portable display unit using a wireless local area net.

79. (previously presented) The method of claim 71 wherein the step of transmitting the generated personalized information to the portable display unit includes transmitting audio signals incorporating the personalized information to the portable display unit for play on a speaker of the portable display unit.

80. (previously presented) The method of claim 71 wherein the step of transmitting the generated personalized information to portable display unit includes transmitting the personalized information to the portable display unit as a web page using hypertext markup language.



81. (new) A system for providing personalized information to a user in a commercial establishment, the system comprising:

- at least one database storing information related to a user, the information related to a user comprising demographic information, personal shopping history information and purchasing preferences information;

- a plurality of portable display units located in a commercial establishment for use by a plurality of users in a commercial establishment, each portable display unit of the plurality of portable display units having a unique identifier, and each portable display unit comprising a transceiver, a memory device, a user interface, a display screen, a microprocessor, and at least one program executable by the microprocessor to enable receiving, storing and displaying of information to a user in a commercial establishment, wherein a user activates a portable display unit of the plurality of portable display units to operate in a commercial establishment by providing identifying information;

- a location tracking system to determine a location of the activated portable display unit in a commercial establishment using the unique identifier of the activated portable display unit;

- a server computer, the server computer being in communication with the location tracking system and the at least one database, the server computer being configured to generate a personal shopping list for a user using the demographic information, personal shopping history information and purchasing preferences information of a user stored in the at least one database, and the server computer being configured to generate personalized information for a user associated with products for purchase proximate to a location of the user in a commercial establishment using the location of the activated portable display unit and the demographic information, personal shopping history information and purchasing preferences information of a user stored in the at least one database; and

- at least one transceiver in communication with the server computer for transmitting the personal shopping list and personalized information generated by the server computer to the activated portable display unit.

82. (new) A method of providing personalized information to a user in a commercial establishment, comprising the steps of:

- providing a plurality of portable display units for use by a plurality of users in a commercial establishment;

- storing information related to a user in at least one database, the information related to a user comprising demographic information, personal shopping history information and purchasing preferences information;

- activating, by a user, a portable display unit of the plurality of portable display units to operate in a commercial establishment by providing identifying information;

- determining a location of a user in a commercial establishment with a location tracking system;

- generating personalized information for a user associated with products for purchase proximate to the location of the user in a commercial establishment using the location of the user in a commercial establishment and the demographic information, personal shopping history information and purchasing preferences information of a user stored in the at least one database; and

- transmitting the generated personalized information to the portable display unit operated by a user in a commercial establishment, the portable display unit being assigned a unique identification signal and having a transceiver, a memory device, a user interface, a display screen, a microprocessor, and at least one program executable by the microprocessor to enable the portable display unit to receive, store, and display the personalized information to a user in a commercial establishment.